



meridian

IF THEY CAN DO IT, SO CAN WE

Norway has the highest number of EVs per capita in the world. What will it take to get more Kiwis to drive electric?

More than a decade of state-funded incentives has made driving electric vehicles (EVs) a very financially friendly option for Norwegian drivers. Here in New Zealand, we may not have such enticement but there are plenty of compelling reasons for Kiwi drivers to make their next car an electric one – and they're not all environmental.

In 2016, the government released a programme targeted at growing EV ownership in both the private and commercial sectors. Along with special vehicle lanes and parking spots, EVs are currently exempt from Road User Charges until 2021 (providing EV owners with an approximate saving of \$600 a year). Businesses too can apply to EECA for funding support towards their EV related efforts.

It's growth in the second hand market which will likely make the most difference in the uptake of EVs in New Zealand, says Meridian Energy's procurement manager, Nick Robilliard.

"There are a number of factors that will contribute to seeing our second hand market grow, one of which is for corporate businesses to convert their fleets," he says. "Meridian decided to get behind this by converting our own passenger fleet to electric and working with others to ensure that we are providing what Kiwis need to help



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them make the change to electric." As a company that generates from 100% renewable sources, Meridian spoke directly to EV owners and created its Electric Car Plan – a package that offers customers cheaper overnight rates for EV charging and the first year's charging for free*. Meridian is also partnering with electric car sharing companies to allow more people the chance to try out EVs.

The number of EVs in New Zealand is growing as more people are seeing the advantages of a transport future powered by renewable electricity. "The most compelling reason to drive electric hasn't changed: converting our country's transport from petrol to electric is one of the biggest ways we can reduce the use of fossil fuels to combat climate change globally," says Robilliard.

Take on Norway with Meridian Energy

Committed to sustainability, Meridian is determined to make the shift to electric cars easier for New Zealanders.

EASY CHARGING Meridian is helping provide charging infrastructure nationwide, with EV drivers already able to take advantage of handy free charging at Kiwi Property Malls in Auckland, Palmerston North, Wellington and Christchurch.

EV AT HOME Meridian offers a sharp overnight rate for charging EVs between the hours of 9pm and 7am – a rate that's equivalent to paying less than 30 cents per litre of petrol.

EV DEVOTEES Meridian's Electric Car Plan has been created exclusively for EV owners and offers great rates, guaranteed for three years and the first year charging is free*.

For more information visit [meridianenergy.co.nz/takeonnorway](https://www.meridianenergy.co.nz/takeonnorway)

*Up to \$300 bill credit. Based on a 2015 Nissan Leaf charging overnight with an average travel of 11,500kms on Meridian's Electric Car Standard Plan. Visit [meridianenergy.co.nz](https://www.meridianenergy.co.nz) for full terms and conditions.